



Employers can develop support programs and resources that help their employees experiment with alternative modes of transportation that work for them, even if on an occasional basis. Employers should set goals, provide incentives and monitor how their investments improve their employees' access to more transportation options. Watch how your environmental footprint reduced and how you improve quality of life in Monterey.

Strategy	Target Audience			Champion / Implementor			
	Employers	Hospitality (Tourists)	Academic/ Institutional	Employer/ Institution	City of Monterey	TMA/Equivalent Entity	Other Agency
<b>TDM Support Programs</b>							
Ridematching Assistance / Software	<input type="radio"/>		<input type="radio"/>				TAMC
Centralized Program Information (Website)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	MCCVB
Individualized Commute Options Consultation	<input type="radio"/>		<input type="radio"/>			<input type="radio"/>	
Mobility Coordinator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
Guaranteed Ride Home	<input type="radio"/>		<input type="radio"/>			<input type="radio"/>	TAMC
New Hire / New Student Orientation and Packages	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	
<b>Incentive Programs and Subsidies</b>							
Carpool/Vanpool Preferential Parking	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Discounted Transit Pass and Vanpool Fare Subsidy	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	MST
Vanpool Start-Up Subsidy			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	MST, TAMC
Pre-tax Transportation Benefits	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Carpool Incentives / Rewards	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Transit Day Pass Subsidies for Event Participants		<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	MST, MCCVB
Carshare Membership Subsidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Bikeshare Membership Subsidy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Recognition Programs	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	
Incentives to Shift Commute Times to Off-Peak Periods	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
TNC Subsidies for First / Last Mile Transit Access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Parking Cash Out or Transportation Allowance			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Increased Healthcare Premium Subsidy for Employees who Walk, Bike or Take Transit to Work	<input type="radio"/>		<input type="radio"/>				
Financial Incentives for Living within Walkable / Bikeable / Transit Distance from Work	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>			
Time Off with Pay for Not Parking	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>			
Visitor Discounts to Avoid Peak Period Arrivals and Departures		<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	MST, MCCVB